



# Wysong Epigen™

## Wysong Starch Free™ vs “Grain Free” (True Innovation meets Marketing and Deception)

+ Starch is the fundamental problem in all kibble pet foods. Starch Free™ Epigen™ is the first kibble pet food absent this unnatural (to carnivorous pets) sugar source (starch is simply a polysugar).

- Grain Free products have merely replaced grain ingredients with other (less healthy) starches such as potatoes, peas, and tapioca. This solves nothing. It only creates a perception of benefit that, according to scientific studies, is not true.<sup>1</sup> Starch is starch, whether from potatoes and tapioca, or corn and wheat.

+ Starch Free™ Epigen™ represents a true first, and is an honest, natural, and healthy product.

- Grain Free diets are marketed as “new,” “more natural,” “more wild,” “just like raw,” “healthier,” and “more meat.” All such claims are false and misleading.

+ Starch Free™ Epigen™ replaces the starch ingredients with proteins (the carnivore’s main requirement) and a wide spectrum of essential nutrients.

- Grain free products are not only laden with starches, they are nutritionally inferior. For example, the crude protein digestibility of “Grain Free” potatoes is less than 75%, while for (much maligned) corn it is almost 90%.<sup>2</sup> Plus corn has a host of other important nutrients such as lutein and zeaxanthin. Taking out one starch source and replacing it with another starch source with less bioavailable protein and fewer nutrients solves nothing.

Moreover, studies show that by replacing grain starches with other forms, beneficial probiotics are decreased and pathogenic (disease-causing) bacteria are increased.<sup>1</sup>

+ Starch Free™ Epigen™ addresses dozens of important health applications that are scientifically and clinically proven, including obesity, diabetes, cancer, dental disease, geriatric sarcopenia (muscle wasting), feline urinary stones, immune deficiency, susceptibility to infections, recovery from illness, skin and coat problems, organ failure, and more.<sup>3</sup>

- Grain Free products have only been falsely promoted as more akin to what dogs and cats would eat in a wild context. Grain Free diets have no science behind them and solve no health problems because they contain the same problematic starch that has been in all pet foods from the beginning. They do, however, create the illusion of benefit and uniqueness, but that only justifies an inflated price.

+ Starch Free™ Epigen™ is truly innovative and patent pending. The impetus behind Epigen’s™ development is Wysong’s desire to advance conventional kibble pet food so that pet health may be maximized.

- Grain Free only marks the assignment of a new label to an old product. What has driven Grain Free is marketing, industry trending, hype, and profiteering.

<sup>1</sup> Boler, B.M, Vester. Are niche diets backed by science? Pet Food Industry, 52 (4), 36-40, 2010.

<sup>2</sup> Murray, S.M., et al. Evaluation of selected high-starch flours as ingredients in canine diets. Journal of Animal Science, 77 (8), 2180-2186, 1999.

<sup>3</sup> See scientific references @ WysongEpigen.net.

For comprehensive information on Starch Free™ Wysong Epigen™ please visit [www.WysongEpigen.net](http://www.WysongEpigen.net).

\*\*\*Wysong retailers\*\*\* we would like to send you free of charge as much Epigen™ literature as you’d like. Epigen™ posters are also complimentary. Please email us at [Epigen@Wysong.net](mailto:Epigen@Wysong.net), or call (800) 748 0188 to put in your request. Please be sure to include your business name and address, and how many pieces you require.